



Image: Knoxville Area Transit

KAT Reimagined

Choices and Concepts Survey Results

Prepared for Knoxville Area Transit (KAT) by
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Let's think about transit

**kat**

REIMAGINED
designing better transit together

To better understand the transit values of area residents, the project team asked several questions regarding their values and priorities and the trade-offs discussed in the Choices report through the Key Choices and Concepts Survey. There was a total of 725 responses. Surveys were provided in both Spanish and English.

Additional detailed graphs of the results are available in the **Appendix** of this summary.

Demographics of Respondents

Race and Ethnicity

Of those who provided a response, most respondents (64%) identified themselves as White. 27% of respondents identified themselves as Black or African American, 4% of respondents identified themselves as Hispanic or Latino, and 9% of respondents identified as some other race or ethnicity (3% Asian or Asian-American, 4% two or more races, and 1% Indigenous or Native American). For the purposes of this summary, the two groups used will be Non-Hispanic White and People of Color (encompassing other categories except for “other”).

63 respondents did not provide a response to the race/ethnicity question.

Gender Identity

Of those who provided a response, 53% identified themselves as female, 45% of respondents identified as male, and 2% of respondents identified themselves as “other”.

64 respondents did not provide a response to the gender identity question.

Income

Of those who provided a response, 26% identified their annual income as under \$15,000, while 17% identified their annual income as \$100,000 or more. Other responses are as follows:

- 13% made between \$15,000 and \$24,999
- 10% made between \$25,000 and \$34,999
- 8% made between \$35,000 and \$49,000
- 16% made between \$50,000 and \$74,999
- 10% made between \$75,000 and \$99,999

Transit Usage

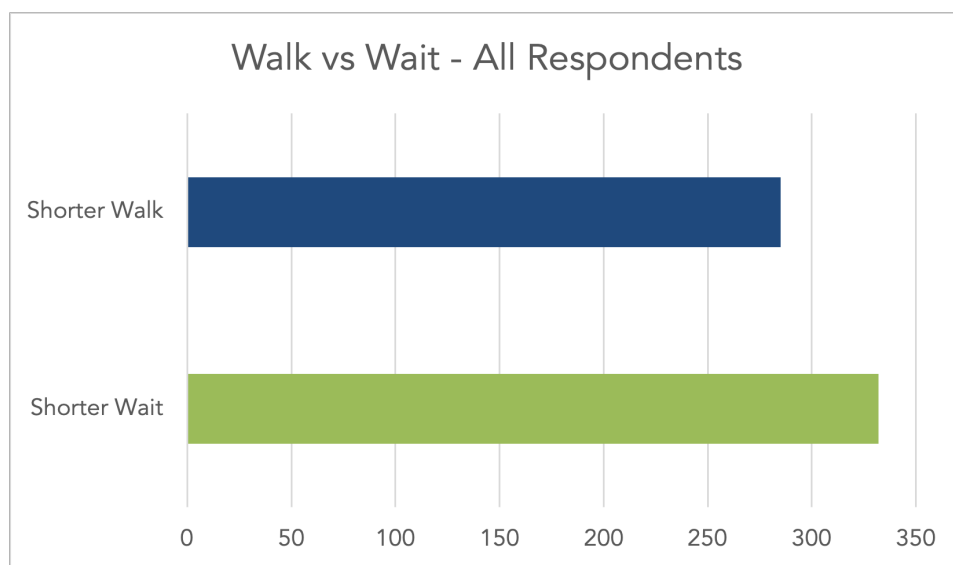
Of those who provided a response, the 46% reported that they were “non-riders” of KAT Local Bus service, while 54% of respondents were classified as “regular riders”, meaning they had taken KAT Local Bus service at least once per month. Frequent riders (those taking KAT Local Bus service more than 15 days per month in the past month) made up 31% of respondents.

Walking vs Waiting

Most respondents preferred to minimize wait times, but some subgroups were more split between minimizing waiting and walking

Transit services can be spread out on more streets, which means shorter walks to buses that come less often. Conversely, transit services could be more concentrated on a few streets, which means longer walks to buses that come more often.

We asked respondents how they felt about this trade off in general. Of all who provided a response, 53% preferred or strongly preferred to shorter waits, while 46% preferred shorter walks.



Responses across racial and ethnic subgroups varied. Non-Hispanic White respondents tended to prefer the Ridership Concept, while respondents identifying as People of Color tended to be more balanced in their opinions

There was variation among different income groups, with respondents making less than \$15,000 annual preferring shorter walks (at 53% vs 46% for shorter waits), while other income groups above \$25,000 preferring shorter waits.

There was variation among different age groups. Respondents under 64 prefer shorter waits, while respondents over the age of 65 preferring shorter walks.

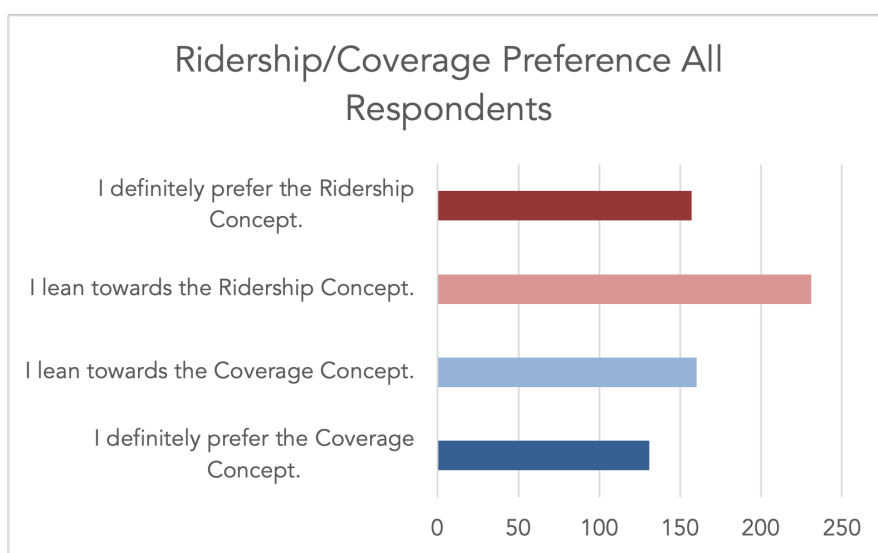
There was a marked difference in preference based on gender identity. Respondents identifying as female were split on preferences for shorter walks or shorter waits (at 51% and 49% respectively), while respondents identifying as male tended to prefer shorter waits (at 57% versus shorter walks at 42%)

Detailed graphs of the results by subgroups are available in the **Appendix** of this summary.

Ridership vs Coverage Concepts

To show how the network could be designed, the study team developed two contrasting transit concepts. – one that focused frequent service on a few high-ridership corridors (the Ridership concept) or one that distributed service more thinly throughout the service area (the Coverage Concept). We asked respondents which of the two concepts they preferred. For more information about the concepts please visit katreimagined.com.

Of all who provided a response, 57% preferred the high-ridership scenario, while 43% preferred the high-coverage scenario. Between the two scenarios, most respondents tended to express more of a slight preference than a strong preference. Only 23% strongly preferred the Ridership Concept and only 19% strongly preferred the Coverage Concept. The breakdown between “preferred” and “definitely preferred” is presented in the chart below.



Responses across racial and ethnic subgroups varied. Non-Hispanic White respondents tended to prefer the Ridership Concept, while respondents identifying as People of Color tended to be towards the middle of the two concepts.

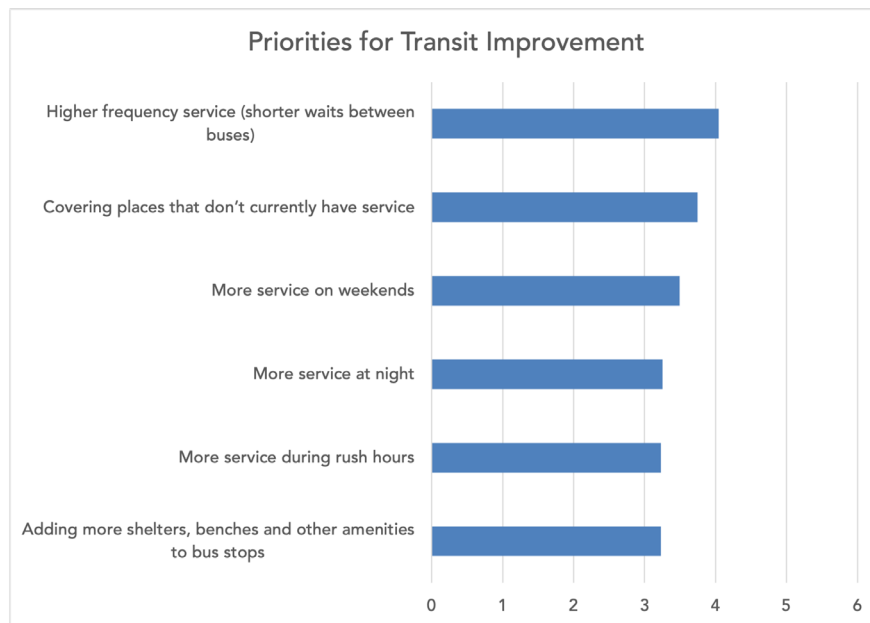
Responses across age groups varied significantly. Respondents under the age of 35 tended to prefer the Ridership concept more strongly, while respondents across all other age groups tended to follow the preferences of all respondents.

Preferences between gender identities were similar to the preferences of the group as a whole. Both regular riders and non-riders tended to prefer the High Ridership concept.

Detailed graphs of the results by subgroups are available in the **Appendix** of this summary.

Priorities for Improving Transit Service

We asked respondents on what KAT should prioritize if they had additional funding for transit service. As an overall group, respondents said that the region should prioritize higher frequency service, with providing service to areas not currently served as the second highest priority shortly behind.



Note that on the survey, respondents were asked to rank the six priorities from 1 to 6, with 1 being the highest priority and 6 being the lowest priority. However, for the purposes of analysis, this order was swapped so higher numbers indicate highest priority.

Across racial and ethnic subgroups, priorities were similar to the group as a whole, with some slight preferences for more night service from people of color.

Across income subgroups, priorities were largely similar to the group as a whole, but respondents in the under \$15,000 subgroup tended to prioritize rush hour service and coverage service more compared to other subgroups.

Respondents under the age of 35 tended to prioritize coverage service more highly. Respondents in the 35-64 age subgroup expressed preferences towards higher frequency service, but also expressed preferences towards rush hour service. Finally, individuals in the over 65 age group tended to match the preferences of all respondents, but were more evenly split towards prioritizing coverage services and high frequency services.

Across gender identity subgroups, female respondents tended to prioritize coverage service more than any other priority, while male respondents tended to prioritize high frequency service.

Across transit usage subgroups, both regular riders and non-riders tended to prefer prioritizing higher frequency service, with non-riders expressing a slight preference towards increasing coverage service.

Detailed graphs of the results by subgroups are available in the **Appendix** of this summary.



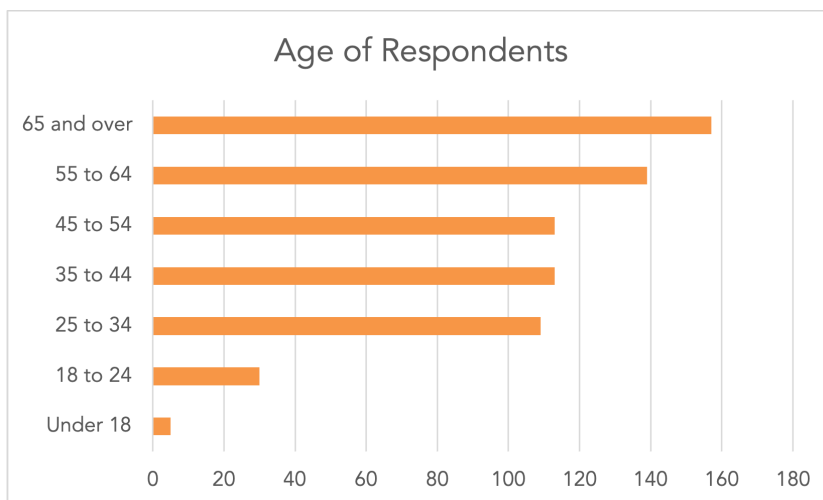
Image: Knoxville Area Transit

A

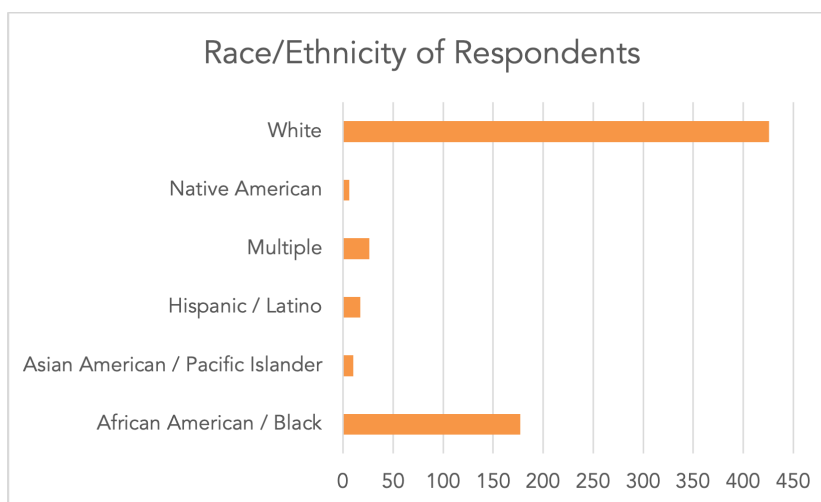
Appendix - Additional Graphics

Demographics

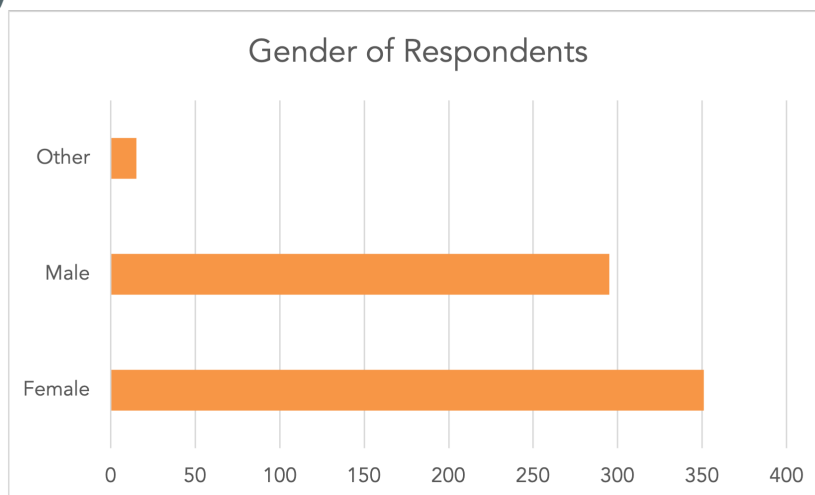
Age



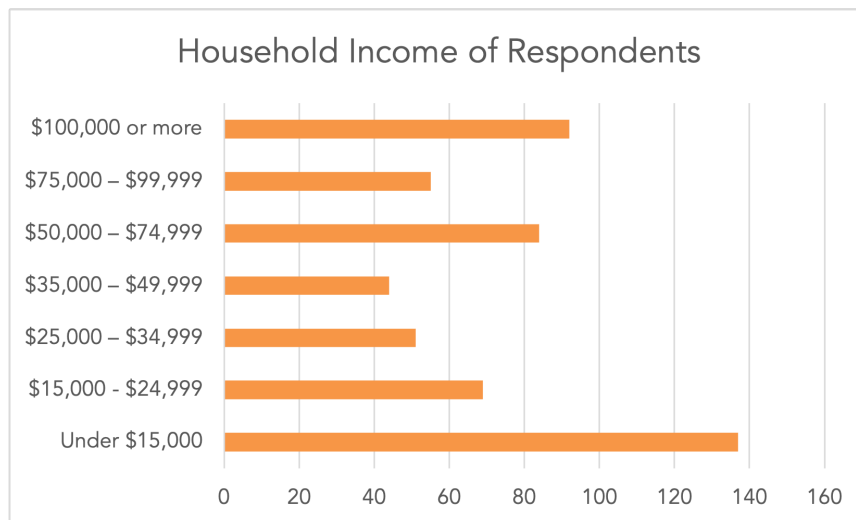
Race/Ethnicity



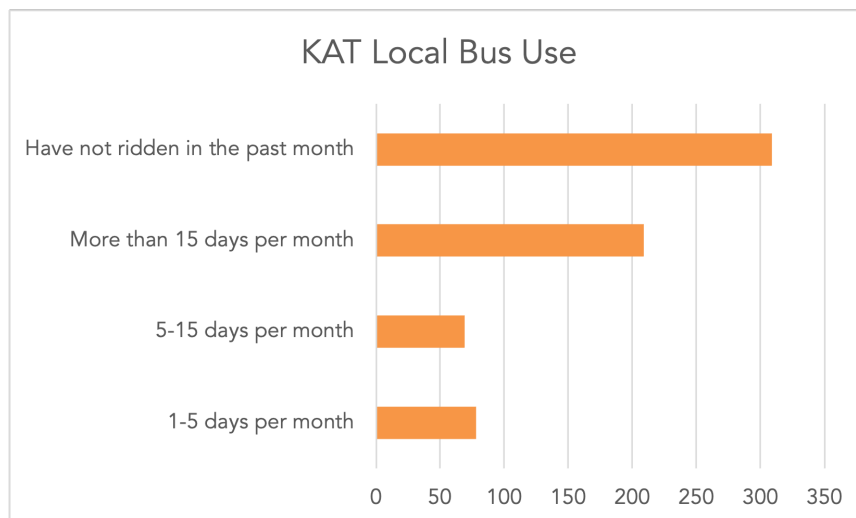
Gender Identity



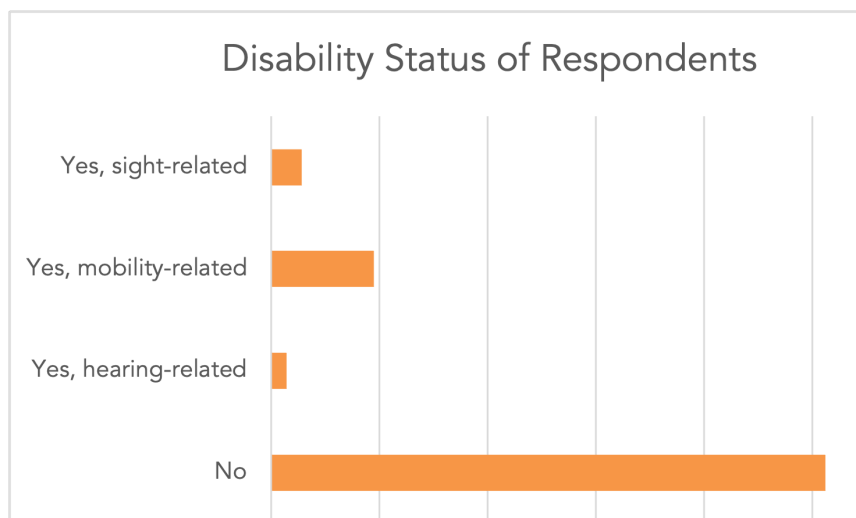
Household Income



KAT Local Bus Usage



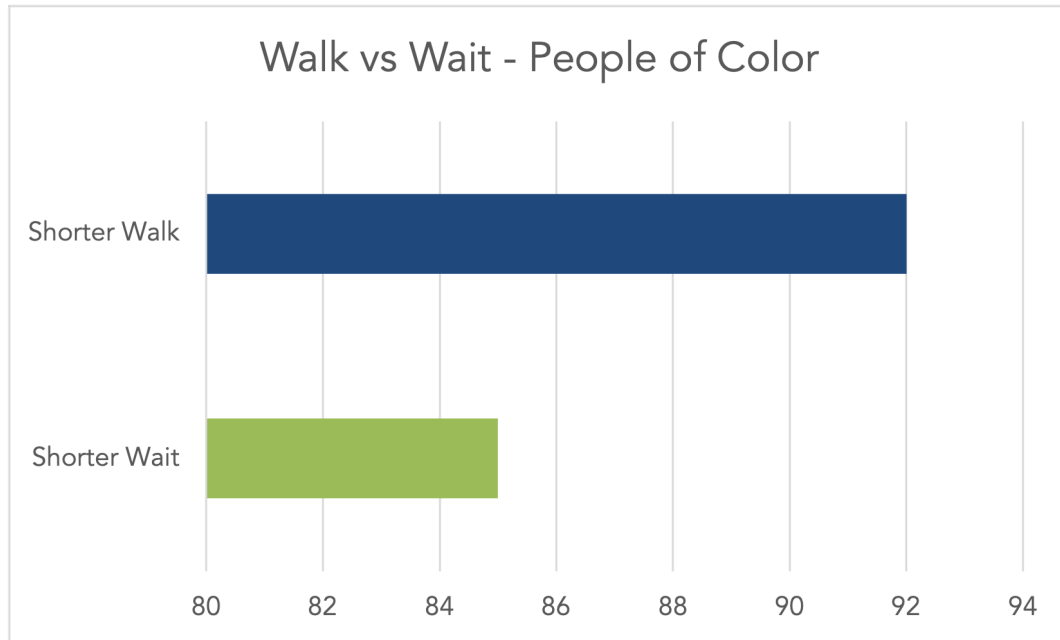
Disability Status



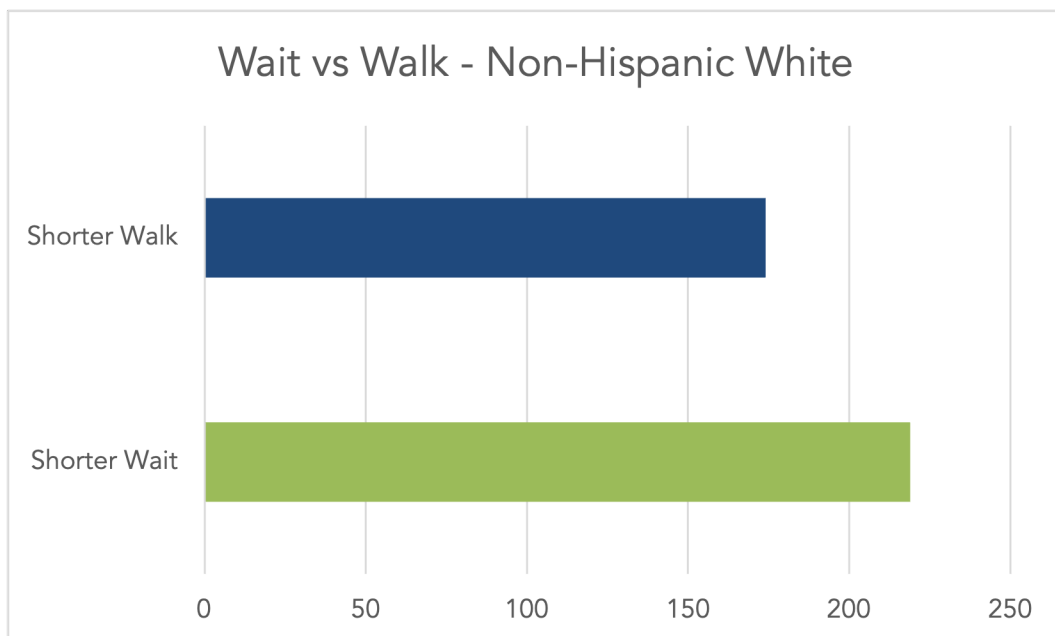
Waiting vs Walking

By Race/Ethnicity

People of Color

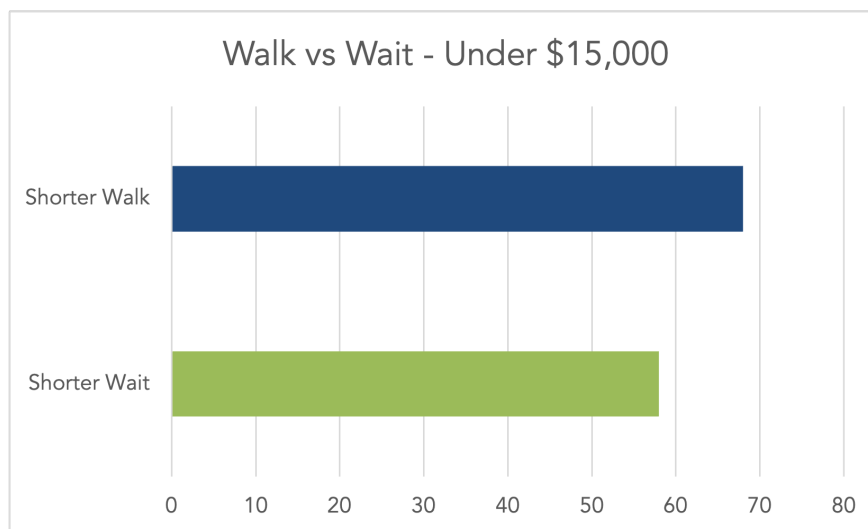


Non-Hispanic White

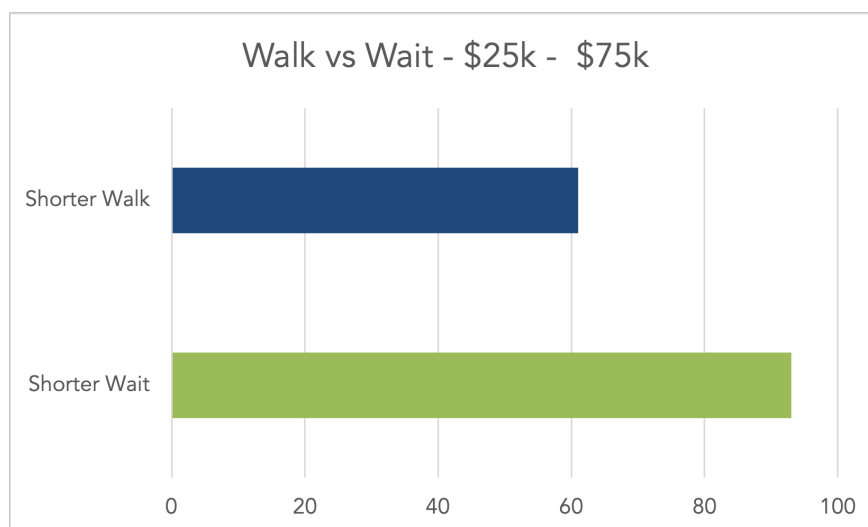


By Household Income

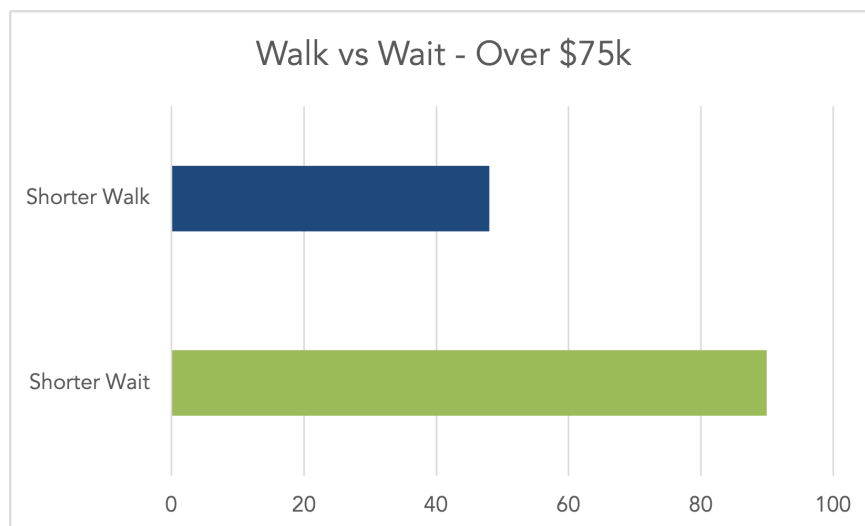
People of Color



Non-Hispanic White

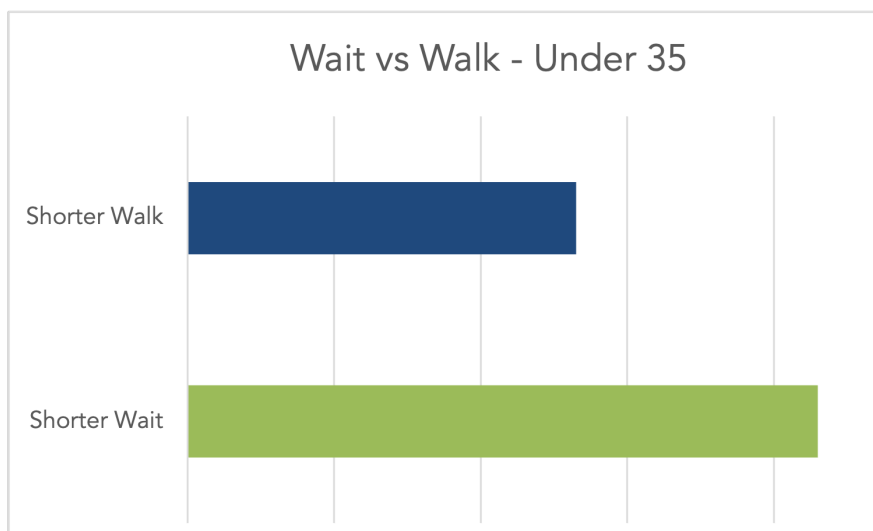


Over \$75,000

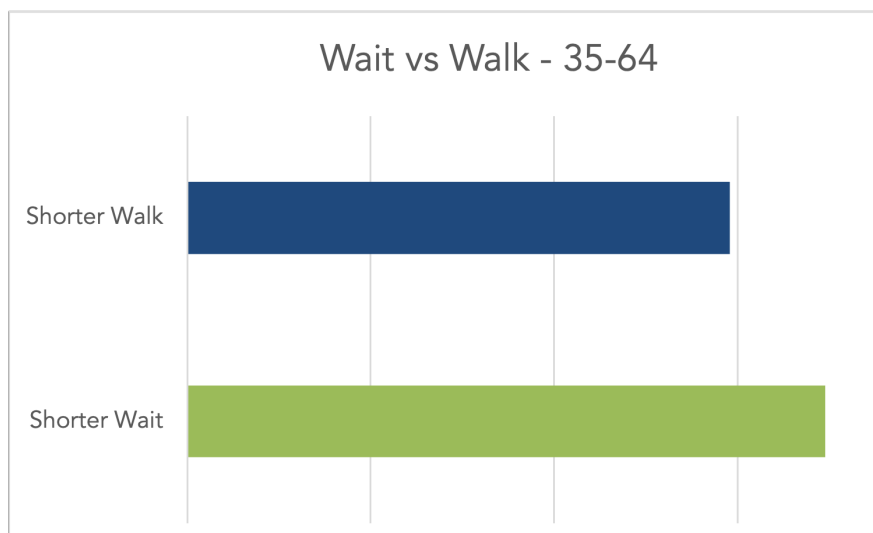


By Age

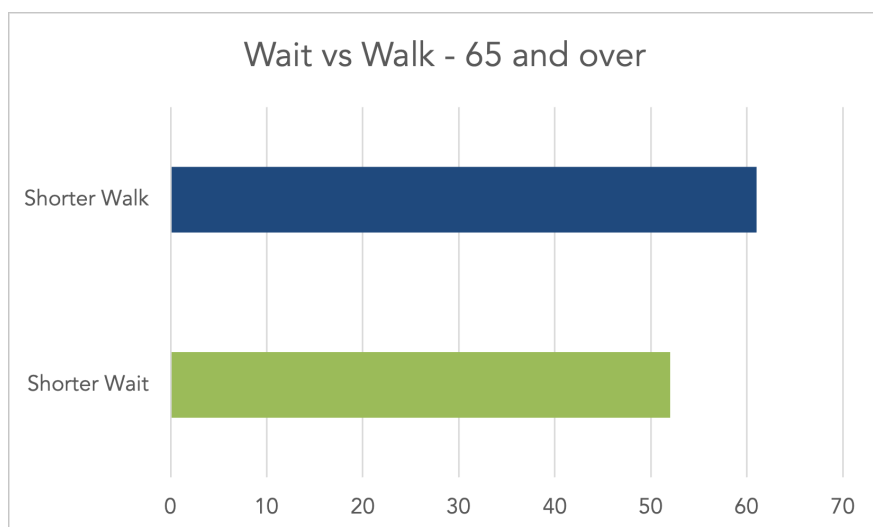
Under 35



35 to 64

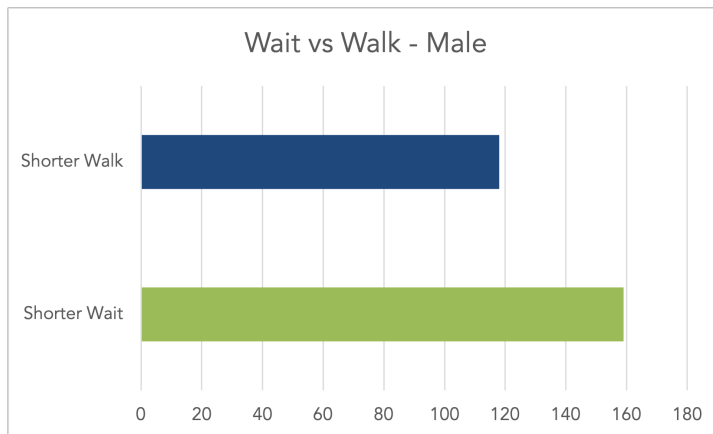


65 and Over

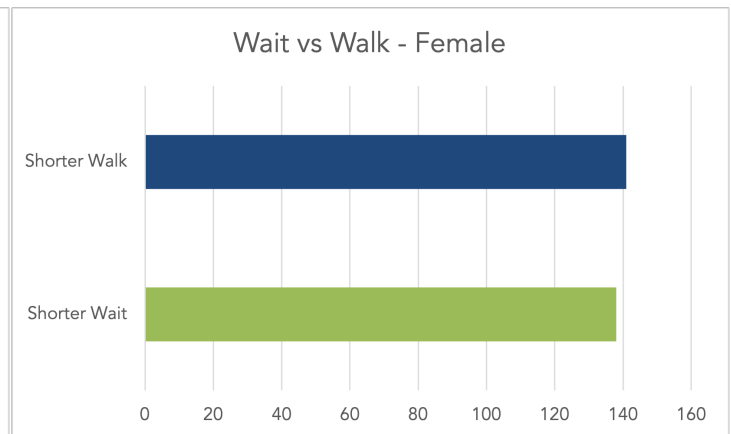


By Gender Identity

Male

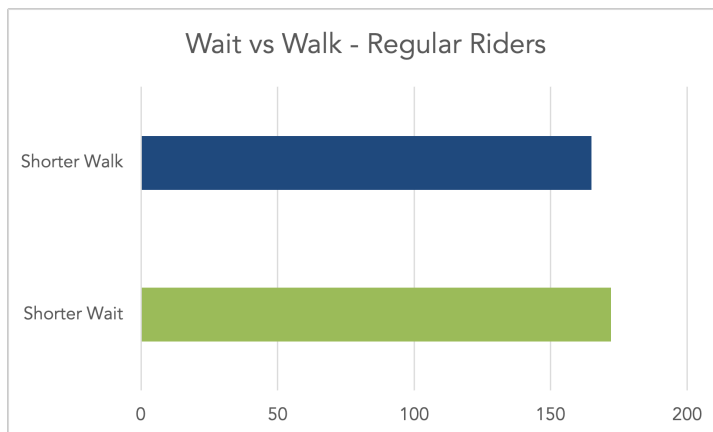


Female

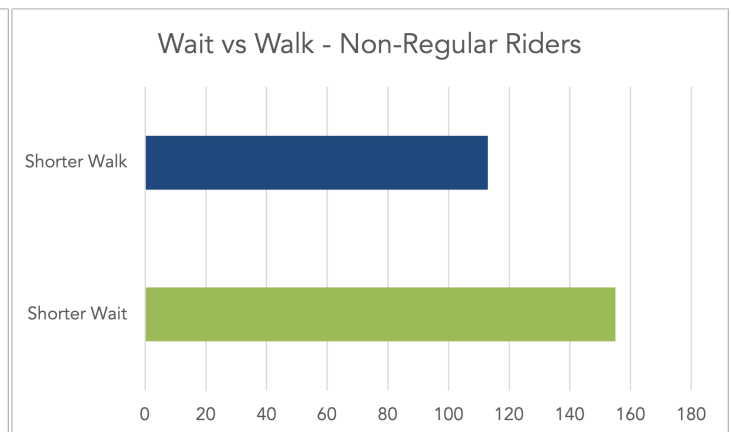


By Transit Usage

Regular Rider

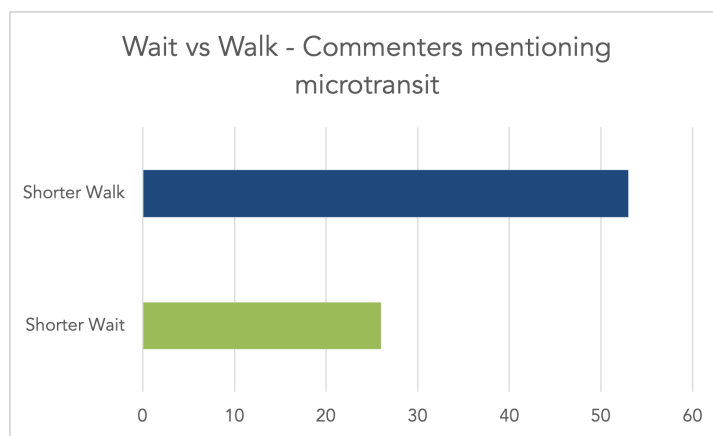


Non-Regular Rider

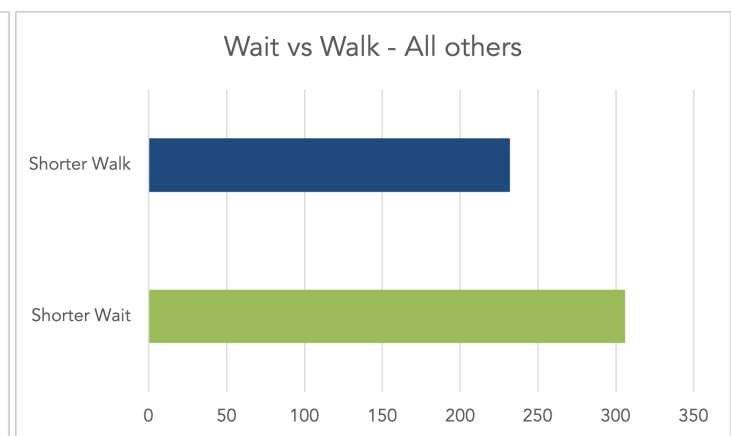


By Mentions of Microtransit in Survey

Commenters mentioning microtransit



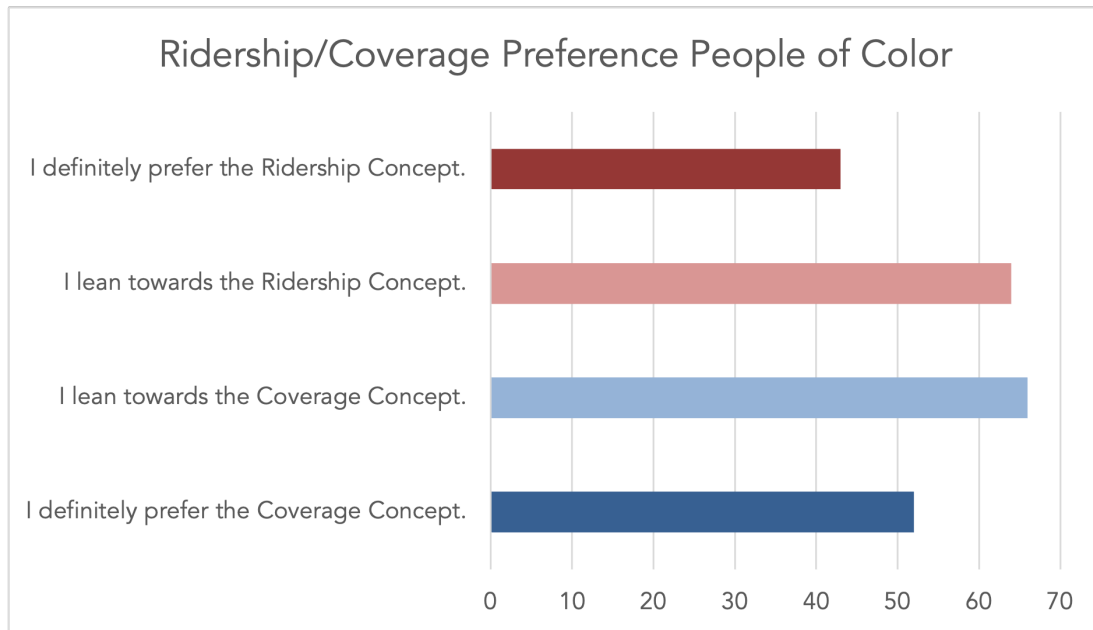
All others



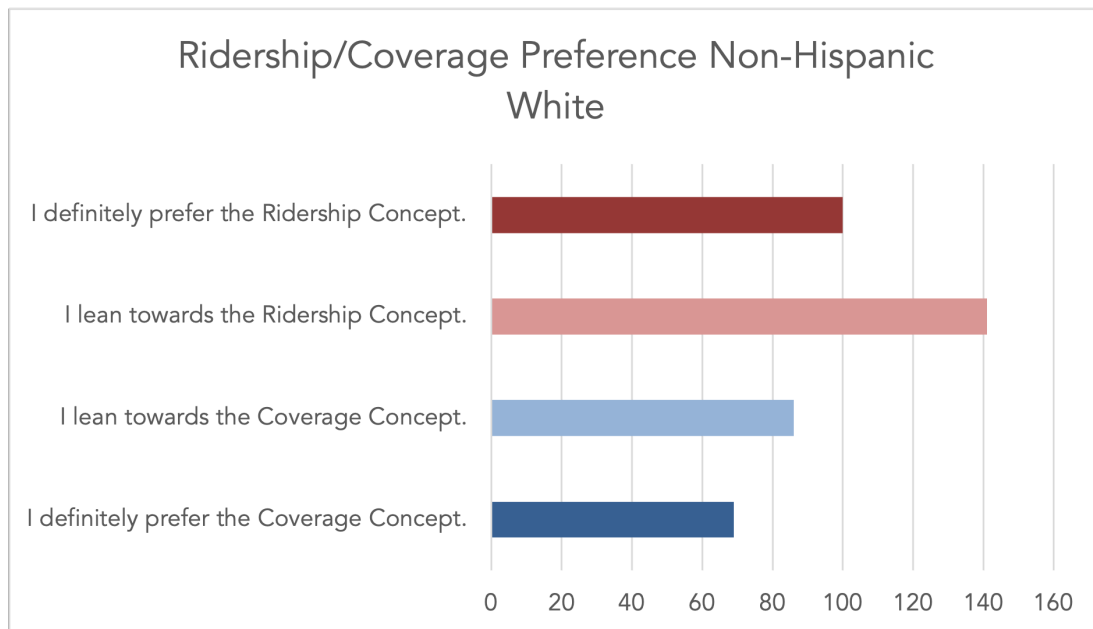
Ridership vs Coverage

By Race/Ethnicity

People of Color

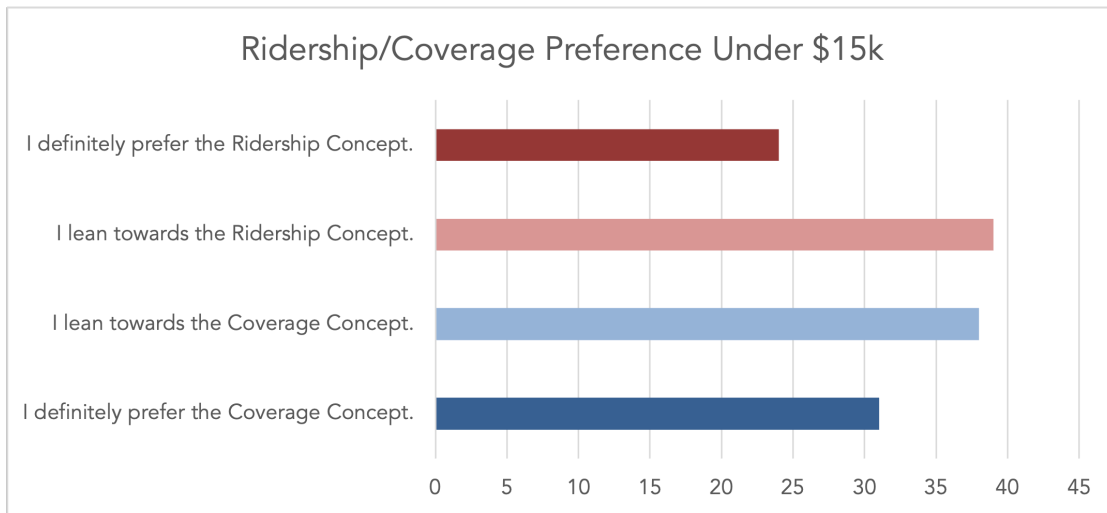


Non-Hispanic White

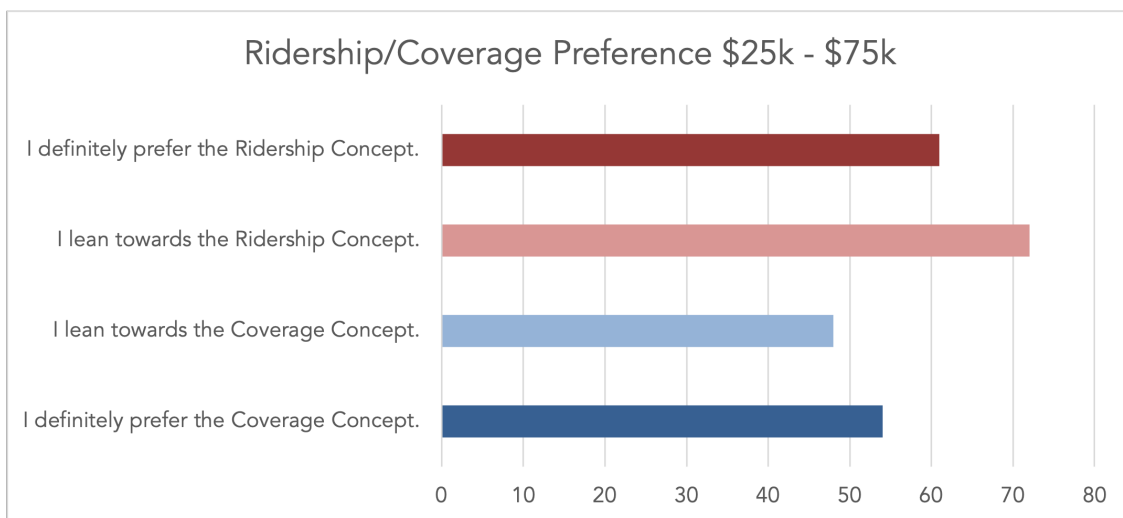


By Household Income

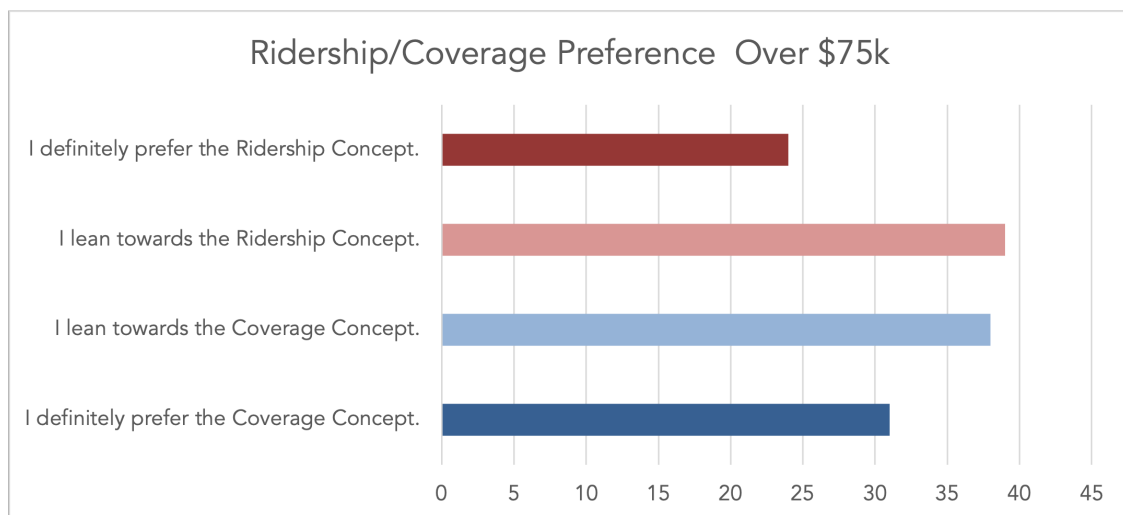
Under \$15,000



\$25,000 to \$75,000

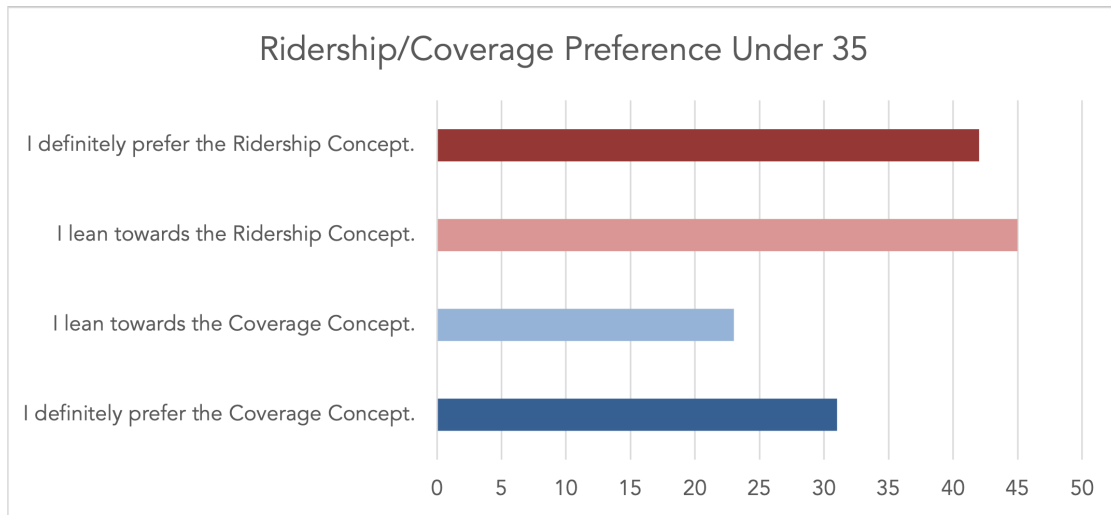


Over \$75,000

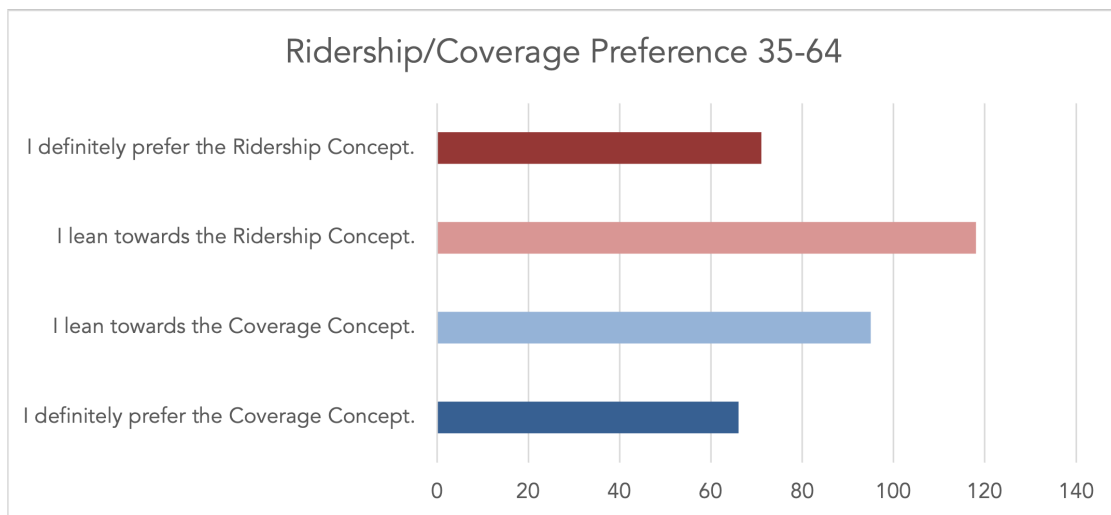


By Age Range

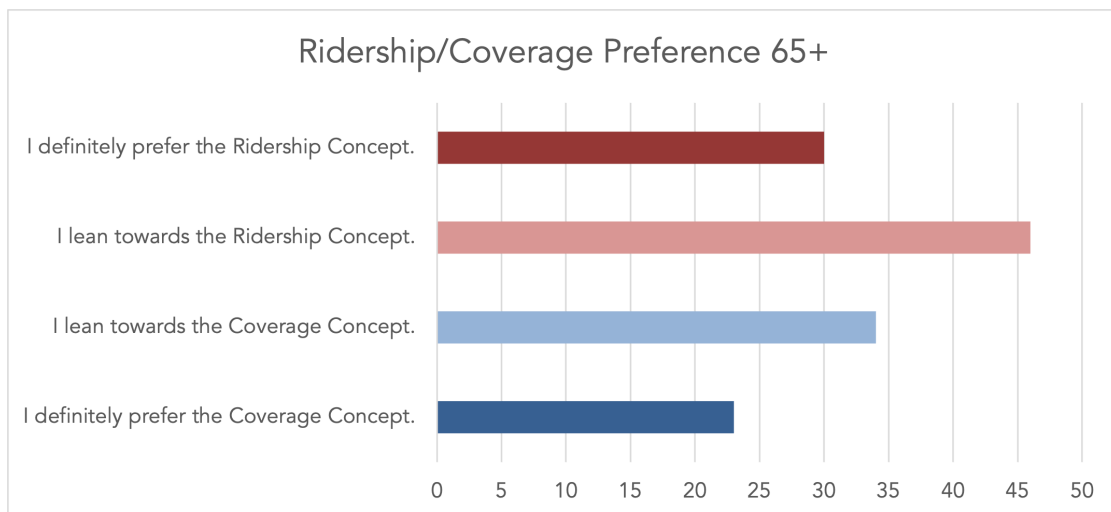
Under 35



35 - 64

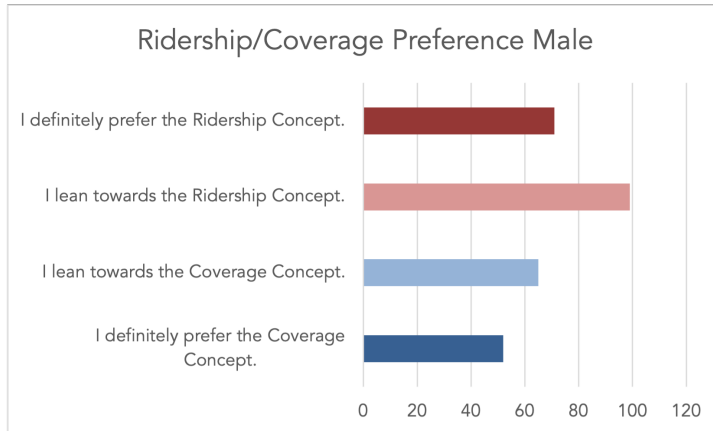


Over 65

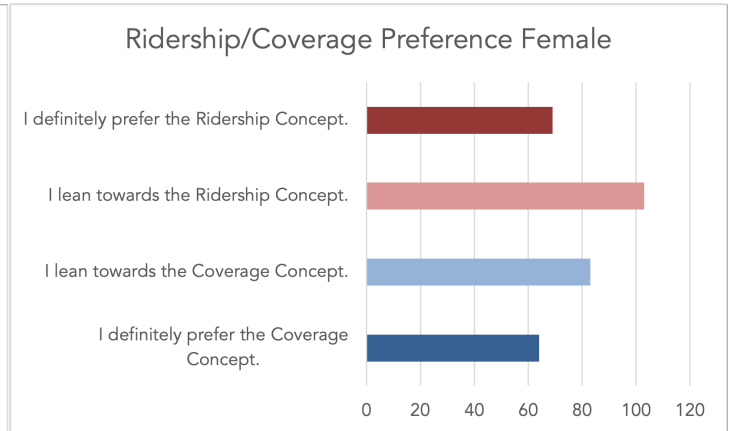


By Gender Identity

Male

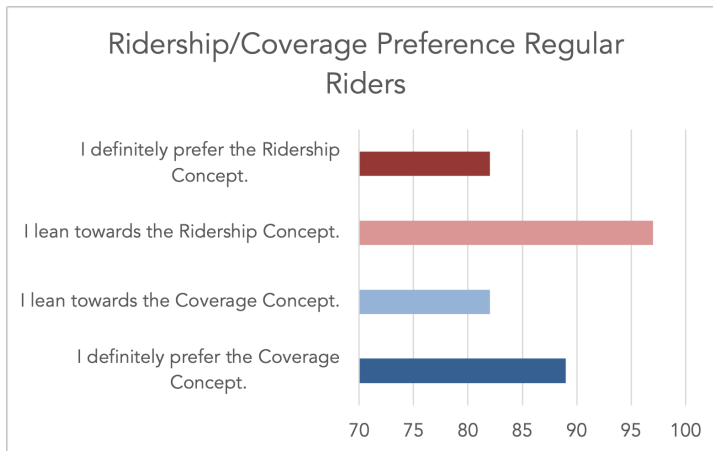


Female

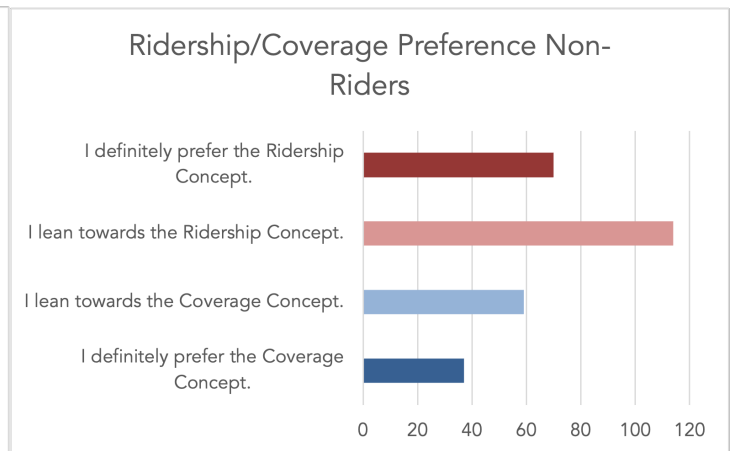


By Transit Usage

Regular Riders

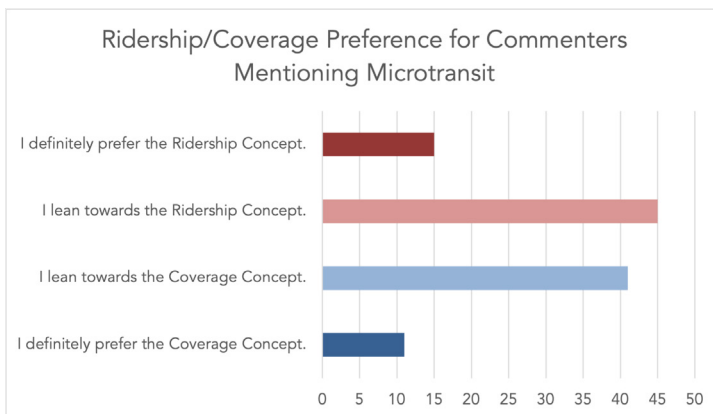


Non-Regular Riders

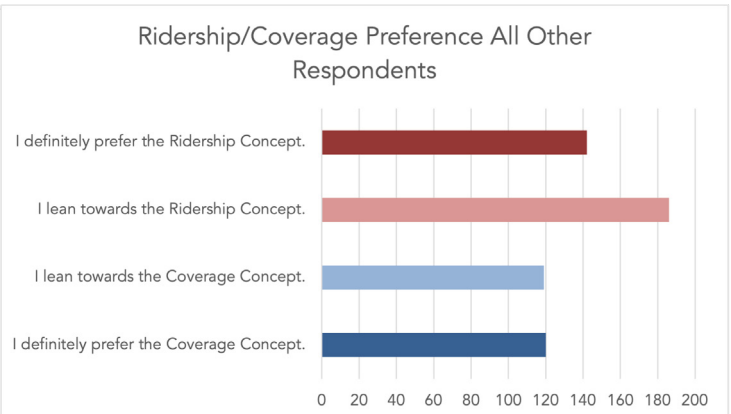


By Mention of Microtransit

Commenters mentioning Microtransit



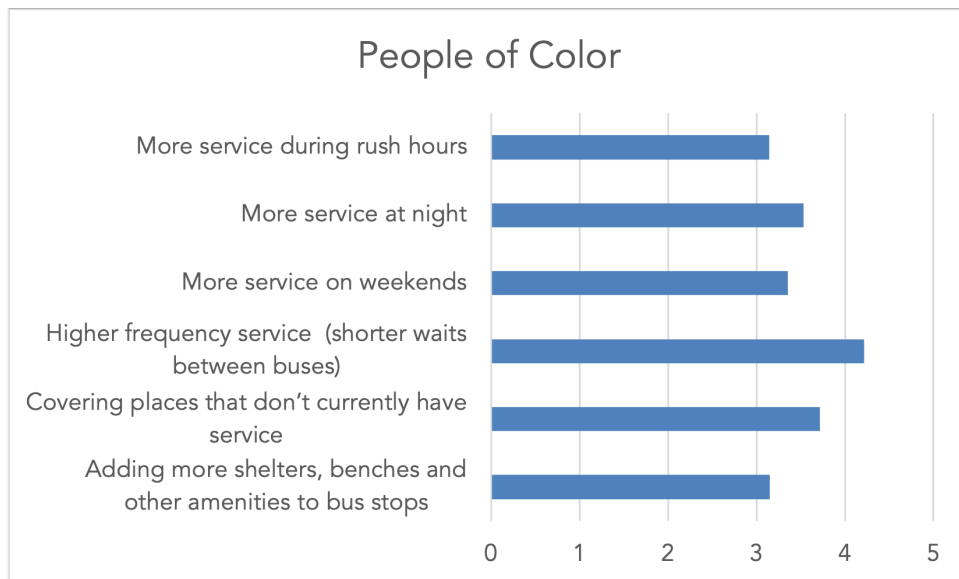
All Others



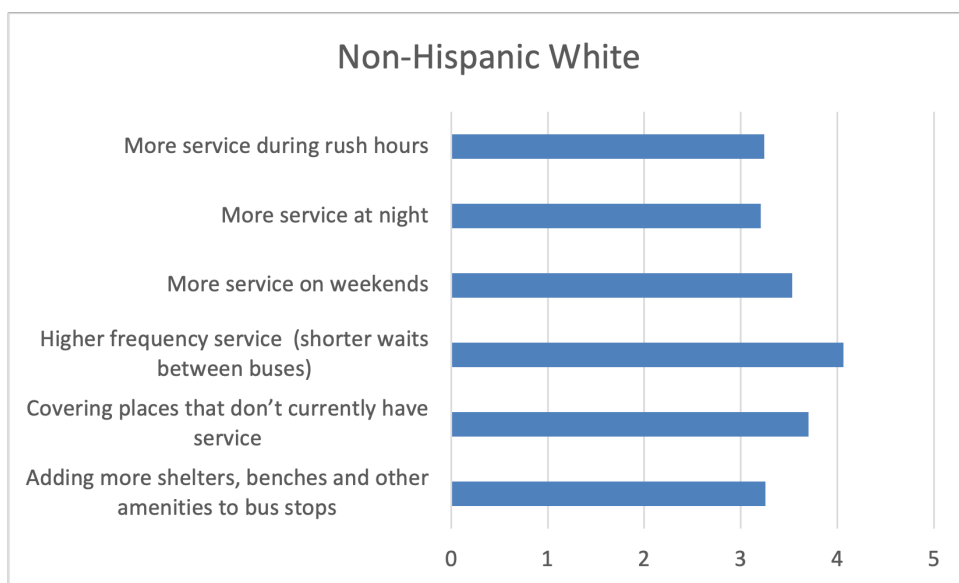
Priorities for Improving Transit Service

By Race/Ethnicity

People of Color

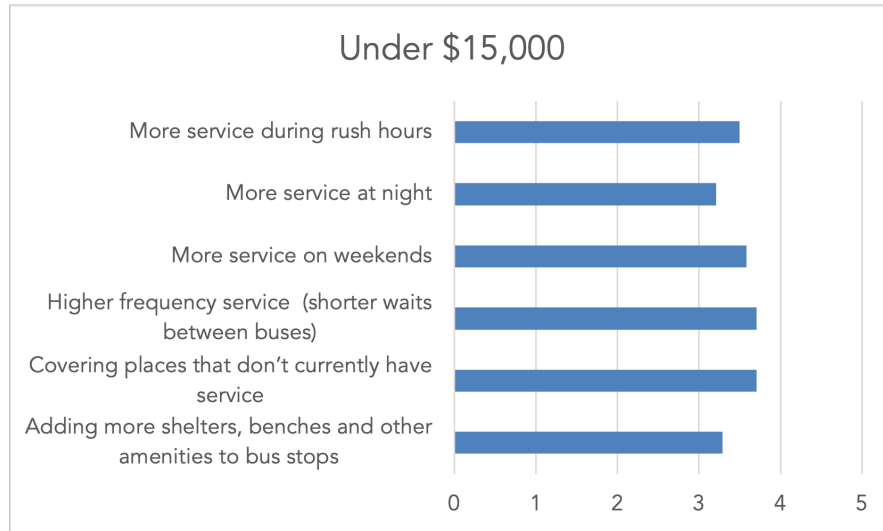


Non-Hispanic White

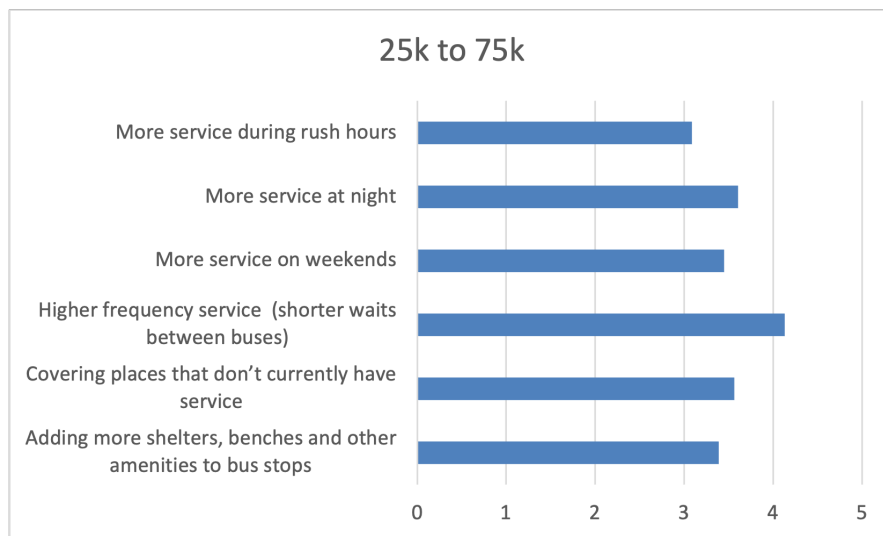


By Household Income

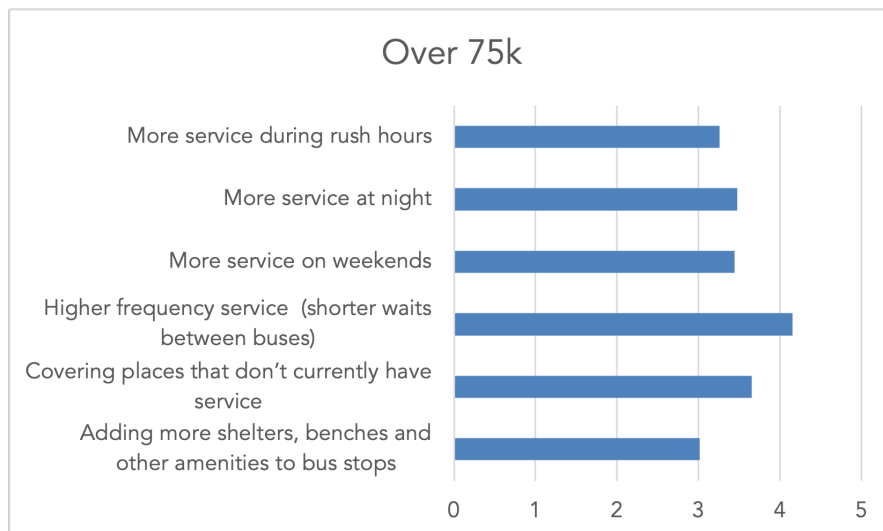
Under \$15,000



\$25,000 to \$75,000

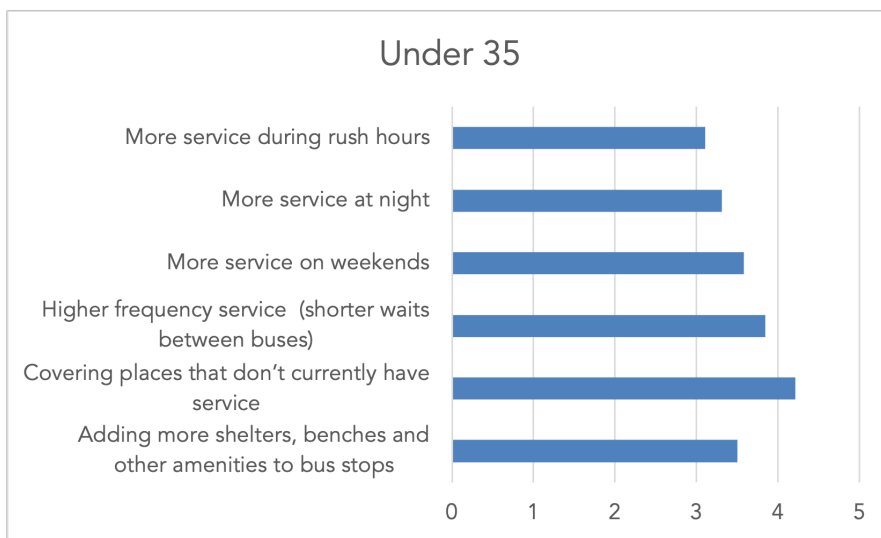


Over \$75,000

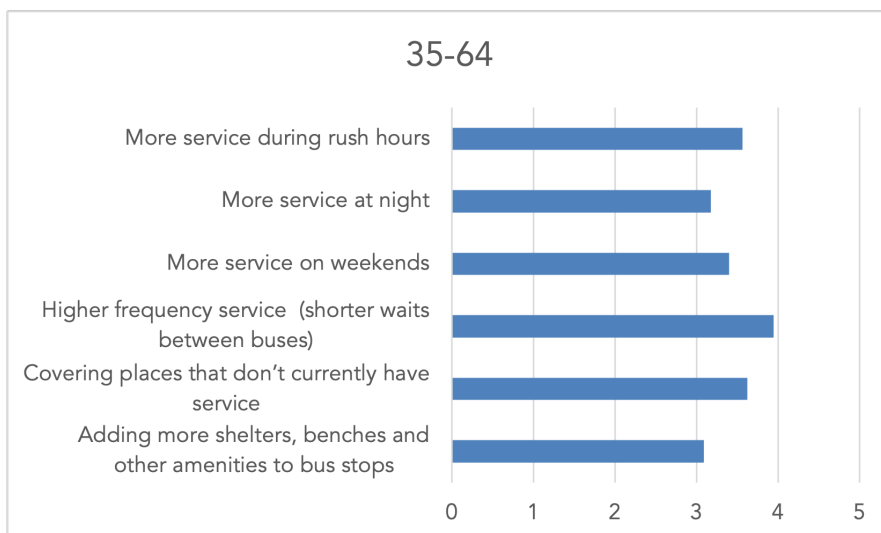


By Age Range

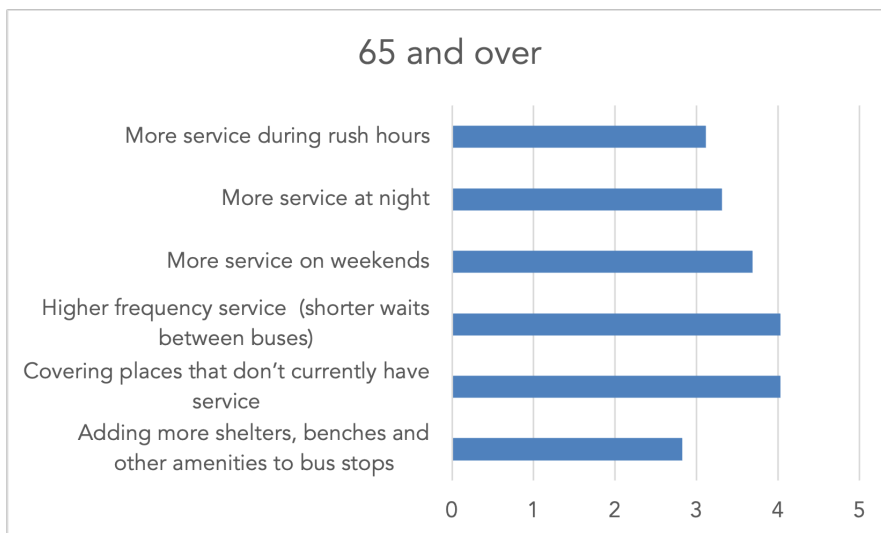
Under 35



35-64

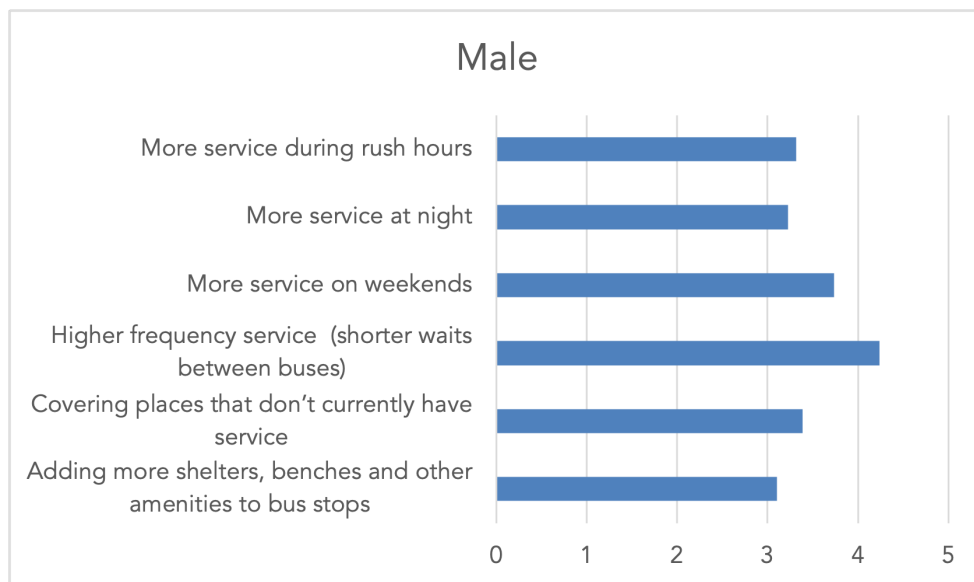


65 and over

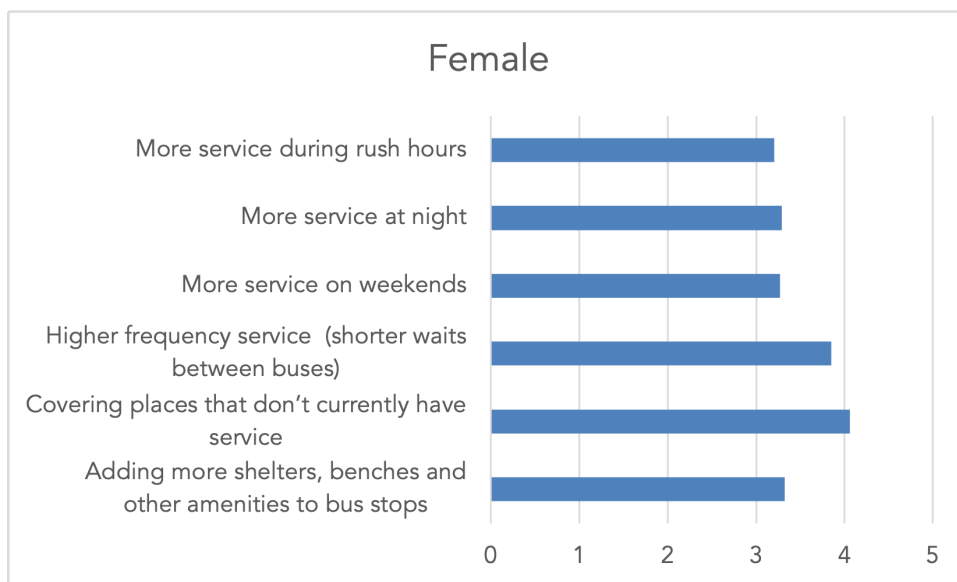


By Gender Identity

Male

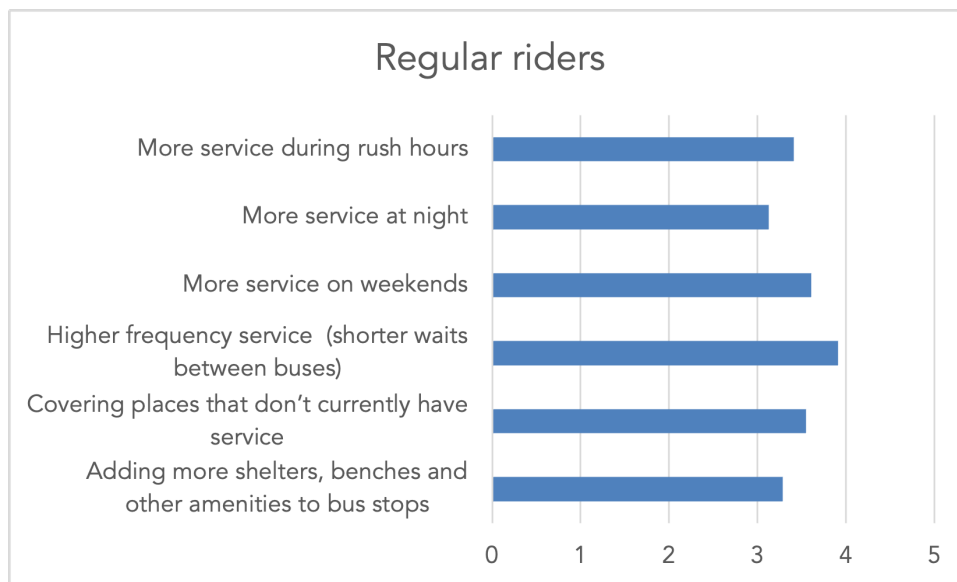


Female



By Transit Usage

Regular Riders



Non-Riders

